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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 10 SPRUCE STREET, NEW YORK.
 { No. 136 FLEET STREET, E. C., LONDON.

VOL. VII. NEW YORK, OCTOBER 26, 1892.

No. 17.

Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its struggle for existence with the Official Octopus at Washington, may express good will by sending in a subscription now.

ONE DOLLAR.

One Dollar sets your subscription ahead from date of expiration to January 1st, 1894, if sent before January 1st, 1893. After January 1st, 1893, the subscription price will be Two Dollars.

Address all orders to

PRINTERS' INK, 10 Spruce St., New York.

Buncombe Circulation

is a very common thing nowadays. Dealers in novelty goods, desiring to send their circulars through the mails, buy or otherwise obtain lists of names.

They then issue alleged newspapers—but which are nothing more than circulars, containing sensational reading matter and often printed upon a poor quality of paper—a large part of which is filled with advertisements of their own goods, under fictitious addresses.

These circulars, or so-called newspapers, are sent through the mails to these lists of names at second-class postage, two cents per pound, the primary object being to advertise their own goods and to avoid the payment of regular circular postage of one cent per copy—the two cent per pound rate allowing five or six copies for one cent.

To send out half a million of these advertising sheets at circular postage would cost \$5,000; under the guise of a newspaper, at second-class rates, from about \$800 to \$1,000. A large saving is thus made to novelty goods dealers.

The papers are advertised as having enormous circulations, advertising agents allowed special large commissions for influencing business to their columns, and advertisers are led to believe that they are obtaining effective advertising because the circulations are so large and the prices so low.

The prices should be low, for the circulations are of mighty little value, as the copies sent out are gratuitous—or if any money has been paid, it has generally been done to obtain pictures or other novelty goods which are offered as premiums, while the papers are thrown in and are consequently never considered worth wasting much time over. They were not printed to be read, except as regards the novelty advertisements of the originators.

Advertising in such sheets is practically worthless—the large and heavily displayed announcements of the novelty goods business overshadowing the other advertisements. These papers are of little value to advertisers, and are apparently an imposition upon the United States Government, which allows them to go through the mails at two cents per pound.

The 1400 Local Weeklies of the ATLANTIC COAST LISTS are subscribed for by the people of the towns in which they are published. They represent their individual localities and are important parts of them. They are representative papers and are valuable to advertisers. They have an honest circulation. The price for advertising is low, but not so low as offered by novelty goods circulars. Catalogue sent upon application. Estimates made and full information given.

Atlantic Coast Lists,
134 Leonard St., New York.

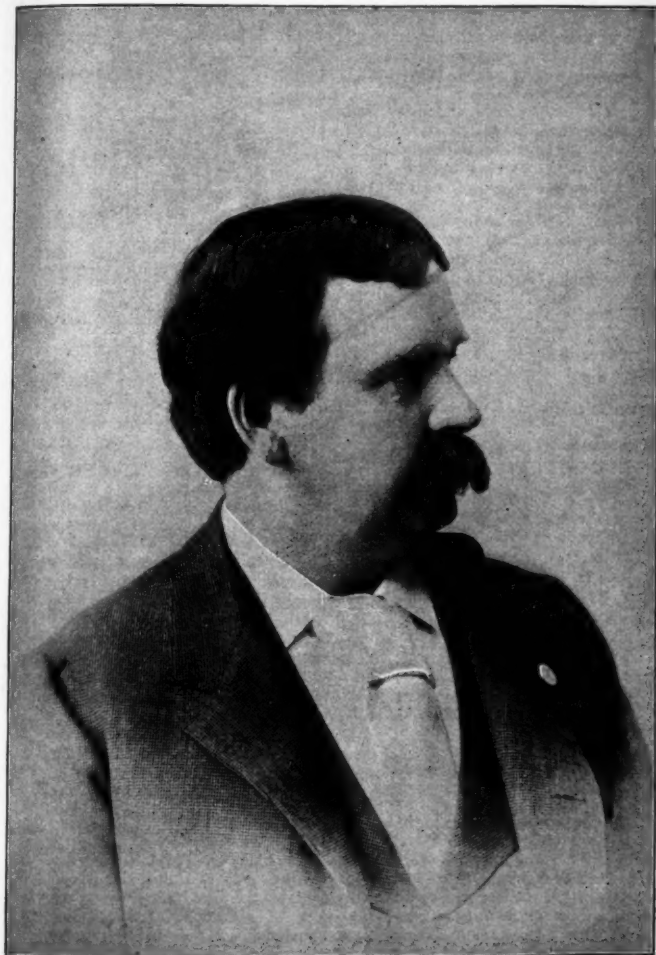
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In my judgment PRINTERS' INK is entitled to circulation in the U. S. mails as second-class matter.

J. S. Gardner

PRESIDENT REPUBLICAN NATIONAL LEAGUE CLUBS.

ADVERTISING AT NEW YORK'S FOOD EXPOSITION.

"Why do you exhibit at the Food Exposition?" a representative of PRINTERS' INK asked of a prominent advertiser.

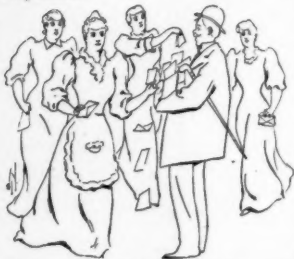
"Because others do, and we think we get a good deal of advertising from it."

"Is the game worth the candle? There must be a good deal of expense connected with it: rent, help, fitting up, removal, etc."

"It is enormously expensive, but we feel that we cannot afford to be left out, and we hope that it benefits us."

So do many others, if one can judge from the efforts to attract attention that were made on the part of the exhibitors. Still the show was a very interesting affair, and the advertising efforts of the parties concerned very entertaining. A medium such as this Madison Square Garden Food Exposition was an opportunity for an advertisement of color, construction and effective display, and many of our large food manufacturers made the most of it. Some of the stands were brilliantly decorated, the materials being bottles, boxes and cans, while the attendants were generally clad in some striking costume.

Samples, circulars and illuminated cards were thrust upon visitors, as much advertising as possible being accomplished.



As one entered, on the right, was a fine booth devoted to H. O. and Sweet Clover flour and buckwheat. Here the work and ingenuity of Mr. Wm. A. Magill were displayed, and the impression produced was a good one. Two little girls in satin bowers gave away Sweet Clover boutonnieres, an idea originated by Mr. A. E. Rose, the advertising manager. This is an excellent ad, as every one in the building

wore the flowers, thus forming perambulating advertisements for the Clover Mills.

The Chocolate Menier exhibit was the same one we saw at the Paris Exposition—a handsome Turkish structure, with houris serving chocolate from its depths.

Cereals were out in force, all the letters of the alphabet being represented, although the A B C people claim priority. Ceresota, the new brand of Western flour, was well up



with the rest. Ceresota, by the way, is soon to be extensively advertised in the papers by the Northwestern Consolidated Milling Co., of Minneapolis.

The Anglo-Swiss Condensed Milk Company's display was a good one, while the St. Charles Evaporated Cream loomed into prominence by a miniature house, the trade-mark cow adorning it from top to bottom. This bovine is a fierce-looking creature, and may possibly be the cow that recently had a little political difference with Mr. Gladstone.

The West was well represented, the Armour Packing Co., of Kansas City, having a particularly fine display of the White Label Soups, which are being largely advertised in the West and South, although the East is to get a liberal amount soon.

The Cudahy Packing Company, of Omaha, was also out in force, the Cudahy Extract of Beef being the object of attention. This is another house that it is reported will shortly be numbered among the prominent Western advertisers.

Among the biscuit manufacturers, the New York Biscuit Company's dis-

play was, unquestionably, the finest. The manager, designer and architect was Mr. Robert W. Steele. The Brooklyn Bridge in biscuit boxes, with the steamer Puritan passing under it, was a realistic tin-can effect, while on the other side of the stand was a revolving oven containing biscuits and alleged poetry.

Mr. Kopf's threatening arm was there in the interests of Kopf's Pea Soup; and Bird's Custard Powder a popular English delicacy, which is being newly advertised here, seemed to excite the interest of the ladies visiting the building, many of whom appeared to be taking a square meal on the installment plan.

Up in the balcony Manitou Water and Ginger Champagne caught the eye, while sandwiched between two food stands was the Jaros Underwear, the proprietors of which are rapidly learning the value of printers' ink.



The None-Such Mince Meat was well brought out, as also were the Bhud-Tiffin of the Ceylon Planters' Tea Co., while E. C. Hazard & Co., with Shrewsbury Tomato Ketchup, had a stand that was "one feast, one joy, one mutual happiness." Fleischmann & Co., with Compressed Yeast; Curtis & Co., with Blue Label Tomato Ketchup, and Maillard, were prominent.

The American Cereal Co. gave to the ladies large paper bags, in which to collect samples, while the Hecker Mills went one better with a linen bag, on which was the insignia of the firm—a flour barrel rampant on a field sanguine.

It was a noticeable fact that the stands of exhibitors whose names have been made familiar through newspaper advertising were much more noticed

and visited than the ones who were comparatively unknown, as a few of the exhibitors were. The booths of such goods as Cottolene, Quaker Oats, Huckin's Soups, the Franco-American products, and Walter Baker's Cocoa were religiously visited by every woman entering the building.

Reed & Carnrick were represented, and on the American Cereal Co's booth was a life-size figure of the well-known gentleman who stands for Quaker Oats, the shrewd advertising manager of this firm, even on this occasion, getting his trade-mark top column, next reading matter.

Altogether, the exposition has been a gratifying success, and the firms taking part in it will have no cause to complain, for they gain plenty of attention and publicity.

ABOUT PRIMERS.

By John S. Grey.

The word "primer" is defined by Webster as "a small elementary book for teaching children to read." In advertising, however, acting on the idea that "men are but children of a larger growth," we mean by a primer a little booklet containing elementary facts for the people concerning what we have to sell.

The writer of a primer on any subject whatever will add to his reputation, confer a benefit on his readers, and stand a good chance of making a very favorable impression, if he will not lose sight of the Websterian definition when preparing his work. He won't offend any men or women, however intelligent they may be, by writing in language plain enough for children to understand.

I am led to these remarks by the perusal of several "primers" recently issued by various firms, and which would better come under the head of learned treatises than what they are intended for. It would be a safe bet that not one in ten readers can understand their import intelligently.

Now this, put plainly, means that the brains, labor and money expended on the booklet have been lavishly wasted. The cause of this highfalutin, "Bostonese" style of literature is often concealed pride in the mind of the writer—he wishes to display his learning, overlooking the fact that his erudite language obscures his meaning to the popular intellect—and that is

generally appealed to in any kind of an advertisement. Another cause is shortsightedness, generally when the advertiser writes his own primer. He is so thoroughly familiar with his subject that he believes everybody else to be the same, and uses profusely technical expressions which are Greek to every one but himself.

A third cause—and the most to be deprecated—is thinking that by mystifying the people you will attract them. I have in my hand a *treatise*—intended as a *primer*, in the Websterian sense—on a certain patent medicine. Its object, no doubt, is to induce the general public to buy the remedy; but laying claim, as I do, to an average human intelligence, I have been unable to find, from cover to cover of that booklet, any valid reason why this medicine is better than, or even equal to, a dozen other remedies of a similar class. I am in no sense instructed as to what its specific properties are, nor is there a line logical enough to convince me that my money would not be as well spent on peanuts or clamchowder to cure me should I be ailing, as upon this proprietary article!

A medical treatise in medical language is all right when intended for medical men. A primer on a patent medicine which it is desired shall convey plain, simple truths to plain people, should be written in the plainest language at the writer's command. No other is needed or of the slightest service. It is a pity that more common sense and less pedantry is not used in the preparation of these booklets.

Another primer, on Sterilized Milk, is about as obtuse as the P. O. Department. Nine-tenths of its readers could not understand one-tenth of its technical phrases. What can be gained by wasting words, space and printers' ink in this fashion? What one among us would expect to get any returns from a primer distributed in New York and written in Sanscrit? This is only a slightly extreme view of what is being done daily by firms putting out learned primers and scholarly pamphlets and expecting them to interest and attract the masses of the people.

One of the most learned and prominent physicians of this State, a man who is so universally recognized as an authority in his profession that he receives requests almost every week to lecture before some medical society or other, on different subjects appertain-

ing to the Faculty, recently sent for the writer. He wanted a primer prepared for the Food Exhibit, the subject being an invention of his own. I had read about it—so had everybody else in America. I knew the doctor had a reputation as a profound scholar and linguist, and his command of language, both in his speeches and writings, was to be envied. Therefore I naturally felt somewhat timid about undertaking work under such a critic. But the doctor set me at my ease at the start by saying, "I want a primer written about my invention. I want it plain and logical so that the people can understand it. I have sent for you because I was told you make a specialty of this. I can talk and write to doctors and professors myself. I am used to it, and they understand me, but I fear the public would not, therefore I wish you to act as interpreter. Here is a lot of printed matter for your data—now let me see what you can do."

What I wish to call particular attention to is, that my employer, in his instructions to me, gave the whole keynote of the situation—the exact description of what a primer *ought* to be. He could have written learned discourses by the yard, but his habits of thinking and talking in medical and technical phraseology would have imbued his writings so that they would not have been "properly understood of the people."

Plain words, forcible meanings, clear logic, condensation of matter and the assertion of truths that are self-evident as soon as named, are requisites in the preparation of a primer for popular reading.

This applies equally well to all businesses as to the medical profession. If you are going to educate the people in what you have to sell by means of a primer, you can only do so thoroughly by bearing in mind Webster's definition of it—"a small, elementary book for teaching children to read."

Mr. Heman Burr, of Nassau street, who places the business of the Garland Stoves and ranges, says that this advertising has been a little later this year than usual, but that he will make contracts in November.

E. H. Reeve, of the Himrod Mfg Co., says that the firm has dropped out of the advertising field. As the company is making an asthma cure, he says it does not pay to advertise it, the percentage of asthmatics being so very small. Himrod will be pushed in other ways, but it is doubtful if any more money will be spent in advertising it.

The Advertising World.

Readers are invited to send in news items for use in this column.

E. M. Johnson, of Johnson & Johnson, is in Europe now, where he will remain for two or three weeks. No advertising will be done by this house until after his return, and then an unusually extensive and aggressive campaign will be entered upon.

Hemordia is being advertised out West, Illinois, Wisconsin, California, Iowa and other States being worked. Very little local business is being done, and all advertising is attended to by E. D. Foster, at 110 Fulton street, the headquarters of the concern.

Button & Thurston, once extensive advertisers with Raven Gloss Shoe Dressing and Topsy Polish, are not doing any advertising at all just now, although they tell me at the office that the ladies' papers may be used later. Eugene L. Rutton attends to the advertising.

Castoria advertising is being done steadily, and Chas. H. Fletcher, the president and advertising manipulator of the firm, says that he is using more dailies than ever. The Centaur Co. has found dailies the most valuable mediums in which to display Castoria.

Charles F. Wingate says that he has discontinued the advertising of Twilight Park, but that he had very gratifying results from the printers' ink used recently. Next spring, however, business will be resumed, and the ads placed through the Hull agency.

The Century Company has spent over \$800,000 in compiling and publishing the Century Dictionary. Very little has been spent in advertising it.

The advertising of Seabury & Johnson will all be placed by the Journal Advertising Bureau, 14 Platt street, the manager of which is J. MacDonald, Jr. Mr. Seabury, the contract decider of the house, is contemplating some advertising departures, the particulars of which I am not at liberty to divulge yet. The business will commence some time in December, however.

Johnson & Johnson, of this city, recently advertised for a series of advertisements in this wise:

"What is wanted is not merely a single advertisement, but a series of advertisements involving an advertising scheme.

"The mediums in which the advertisements are to appear are the daily newspapers and the magazines.

"The matter furnished may consist of anything except poetry. May be illustrated or not.

"Space may vary from a line to a newspaper page.

"For the best set of advertisements furnished in accordance with this, \$200."

The prize was awarded to Newcomb Cleveland, with the Cleveland Baking Powder Co., New York. Some two hundred contributions were sent in, some of them the work of well known advertising experts.

The Crandall Typewriter advertising is done from Groton, N. Y., the business being placed direct. A party connected with the concern informs me that the list of mediums is being revised.

Most of the well known American proprietary articles are given a good test in Europe, advertising being temporarily suspended in this country. Mrs. S. A. Allen's Hair Restorer is now being extensively pushed in England and France.

Mr. J. F. Place says that the Rochester Lamp is being advertised in the regular list of magazines, Herbert Booth King placing it. The New York dailies will also be used until the first of January. The advertising matter put out is excellent.

These are the words of Mr. A. Major, the cement manufacturer: "I am transforming my business into a stock company, to be known as the A. Major Cement Co. Our headquarters will be, as heretofore, in William street, and as soon as the incorporation and other matters are settled we shall advertise liberally. The advertising, instead of being done from this office, will be placed from an advertising agency."

The Eisner & Mendelson Co. have secured the American agency for the Imported Vichy Water and the Marienbad Pills. These articles are being advertised in a list of weeklies and a few dailies. This business is all given out by the Cosmopolitan Advertising Bureau, over which Mr. Geo. A. Kellogg presides. The Carlsbad Salts are being advertised in the dailies all over the States with the exception of New England, while the Johann Hoff Malt Extract business embraces dailies everywhere.

A. R. Elliott, the College Place advertising agent, recently purchased from Wm. Wood & Co., the *American Druggist*, this being the second oldest drug paper in the country.

J. L. Stack & Co., of St. Paul, are placing the advertising of James Lee & Co., using some large display cuts. Readers of the New York *Herald* will remember the attack upon Lee & Co. in its columns of August 2.

N. W. Ayer & Son are now giving renewals of the Starkey & Palen business. These ads this season will be in the form of reading notices.

Wilbur H. Murray, of the Wilbur H. Murray Manufacturing Co., of Cincinnati, was in town last week attending to some important advertising. He says that he will use more advertising space than ever this season.

It is stated that the New York *Sun* has just given out a large contract for advertising its Sunday edition. The ads are single col., three-inch, and are to be run in dailies, weeklies and monthlies, well distributed throughout the States.

Chester H. Graves, of Boston, is putting out some advertisements of the G. O. Taylor Whiskey.

The Humphreys' Medicine Co. is spending \$150,000 in advertising this season, Herbert B. Harding attending to this department. Mr. Harding tells the writer that the advertising is to be done partly by mailing pamphlets, and partly by using the dailies of the large cities throughout the country. The advertising done hitherto, he says, has proved very remunerative, and the business is steadily on the increase. This means also that the advertising appropriation will also grow.

G. A. SYKES.

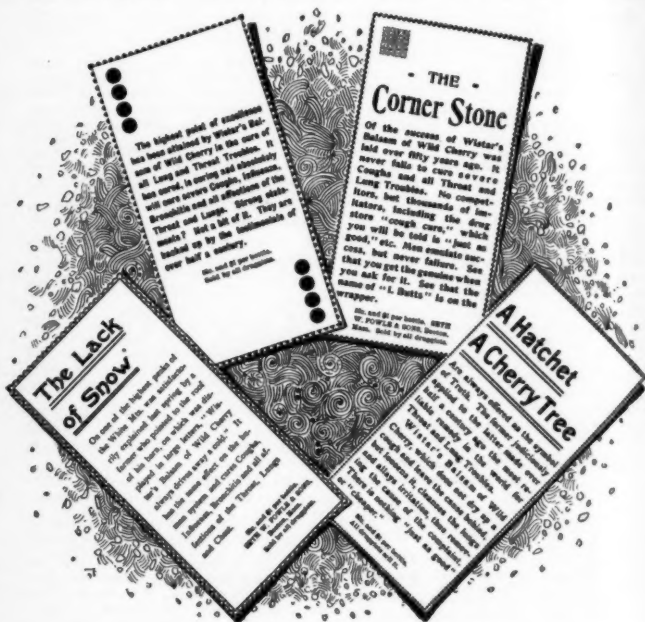
Advertising Ideas—All Sorts.

Advertisers sending specimens of their work for notice in this department should address their communications to "TOP O' COLUM," office of PRINTERS' INK. General advertisers are invited to send advance proofs of new announcements, but only the best will be selected for reproduction. Nothing that appears in this column is paid for.

For the purposes of a patent medicine advertiser the general public is divided in two classes of people: those who are in actual need of his remedy and those who are perfectly healthy to-day

tism : An advertisement, plainly of a rheumatism cure, is of the greatest interest to you, no matter if it is nothing but the baldest statement of fact. On the other hand the person who is free from rheumatism requires a bait to lead him to read the advertisement and remember the name of the remedy against the time that he is in need of it. How shall an advertisement be constructed so as to be attractive to both these classes at once ?

It is this sort of a problem that Messrs. Seth W. Fowle & Sons have had to deal with, and their solution of



• THE •
Corner Stone

Of the success of Wistar's
Balm of Wild Cherry was
held over fifty years ago. It
never fails to cure severe
Coughs, and all Throat and
Lung Troubles. No competi-
tors, but thousands of imi-
tators, including the drug
store "cough cure," which
you will be told is "just as
good," etc. Even emulat-
cous, but never failure. See
that you get the genuine when
you ask for it. See that the
name of "L. Batts" is on the
wrapper.

30c. and 50c per bottle. SENT
W. POWELL & SONS, Boston
Mass. Sold by all druggists.

The Lack of Snow

Snow

On one of the highest peaks of the White Mts. was a wizardry explained last spring by a farmer who pointed to the top of his barn, on which was played in large letters the word "BALLOON." "It's always driving down," he said, "but the wind can't get it up."

Inf.

Call on us today
1-800-368-6272

A Hatchet
A Cherry Tree

[illegible]

ALL COMPANIES WILL BE

but may have need of it in the course of time.

The first class, while smaller in numbers, is immeasurably more valuable for advertising purposes. I do not believe that he can afford to lose sight of this class in any advertising that he may do with a view to having an effect upon the other. It was this very thing that seems to have brought into such general disrepute the so-called "blind" reading notice. Suppose you are suffering from rheuma-

it appears in the four ads grouped together on this page—a very good solution, it seems to me, reading matter and type-setting both included. In order to fully understand the case it is proper to state that these advertisements were prepared for a few of the leading dailies in big cities, East and West. Messrs. Fowle & Sons announcements have hitherto always had the character of the thing advertised indicated by the display line. This series is something of a departure from

A Doctor's Bill

is sometimes a necessary expense. But just the same it makes you feel blue to receive a card like this :

To Pr. Bigfee, Dr.

Professional services, . . . \$75

when you might have cured that cold before it got such a hold on you by taking Wistar's Balsam of Wild Cherry. The account would then read :

To John Smith & Co., Druggists.

1 bottle Wistar's Balsam, . . . \$1.00

A little difference, isn't there? Suppose you bear it in mind next time you find that you have caught cold.

SETH W. FOWLE & SONS,
Boston, Mass.

The small boy who was charged with stealing ice attempted to escape punishment by claiming that he had merely been

Taking Cold.

People who are subject to colds and lung troubles should keep Wistar's Balsam of Wild Cherry in the house. It is the most satisfactory remedy known for all affections of the throat and lungs.

SETH W. FOWLE & SONS,
Boston, Mass.

this style, but they cannot be considered as belonging to the deceptive class, as in each one the Balsam is mentioned in the first few lines.

A gentleman who has lately conducted a prize advertising competition and received a large number of replies, makes the following statement :

"Very few of the advertisements sent in are fit to use as they stand. They have to be remodeled by some one who knows the inside facts of the particular business, and sometimes that is as much work as it is to write new

THE BEST DOCTORS

IN THE WORLD are Doctor Diet, Doctor Quiet and Doctor Merryman, and for light or heavy cold Doctor

Wistar's Balsam.

Next time you feel that you have caught cold just try it. After that you'll always have it in the house.

SETH W. FOWLE & SONS,
Boston, Mass.

advertisements. So a firm expecting to get a supply of ready-to-use advertisements through a competition of this kind might be badly disappointed."

This sort of difficulty is certain to be experienced whenever a man unfamiliar with a particular business attempts to write advertisements for it, and so I have framed the skits on this page merely with the idea that they may suggest something better to the patent medicine man who wishes to advertise in lighter vein without offending any one's prejudices.

Top O'Collum

Mr. Wanamaker's Delays.

In March Judge Tyner devoted two days to investigating the claims against PRINTERS' INK. He never made any decision. Mr. Wanamaker took the matter out of his hands and confiscated about \$12,000 of PRINTERS' INK funds on the 24th of June. General Philip Carpenter, of New York, Counsel for PRINTERS' INK, went to Washington to remonstrate. Mr. Wanamaker insisted that what he had to say should be in writing. General Carpenter sent a brief the first week in August and asked for an early hearing. From that day to this General Carpenter has had no word from Mr. Wanamaker. His brief is here presented:

POST-OFFICE DEPARTMENT.

In the Matter
of
"PRINTERS' INK."

The publishers respectfully request that the matter of the right of PRINTERS' INK to circulation in the second class of mail matter be reopened and reheard for these reasons among others:

First.—The publishers have been given no opportunity to present evidence and arguments to the deciding tribunal.

Although the entire case was referred by the head of the Department to its law officer, Assistant Attorney-General Tyner, the decision was made by the Postmaster-General himself, who had heard none of the evidence nor the arguments.

Judge Tyner informs us that he has rendered no decision.

We respectfully submit that we are entitled to a verdict from the same tribunal that heard the evidence and arguments.

The Postmaster-General told the publishers that their case would be heard and the law points decided by his law officer. They knew of him (Judge Tyner) as a man of eminent ability and fairness, and were entirely satisfied to let his decision settle the matter.

It was presented to him at length, and with the care which its importance demanded. The taking of testimony and the argument before him occupied the whole of two days.

He, of course, obtained a familiarity with the case that no one who had not been present at the trial could.

The publishers would have been willing to try their case before the head of the Department, or before his Third Assistant, or before any other designated authority. They were referred to Judge Tyner, however, and he, patiently and fairly, heard them at length. As he did not decide the case, we respectfully request that we be given an opportunity to argue it before the person who is to decide it—the head of the Department or any other person whom he may designate.

It was the opinion of the Postmaster-General, as expressed in his letter of March 2

last, that if he should forestall the advice of his legal adviser (Judge Tyner) and settle the case himself, Mr. Rowell would have a right to complain in the event that his decision should prove adverse.

We are of the same opinion, and respectfully request that we be given the benefit of the right that the Postmaster-General then thought we had.

It certainly seems only fair that in a matter of this importance the officer who decides the case should have heard the evidence and arguments.

Much of the evidence the Postmaster-General never knew, as the recitals in his opinion of June 24 show. Many of the arguments on behalf of the publishers he was evidently not acquainted with, as also appears from the decision. If after himself hearing our evidence and arguments the same decision should be made, Mr. Rowell could not, of course, as now, complain that he had not been heard.

We respectfully claim, therefore, that the hearing that the Department said Mr. Rowell was entitled to, should be had before the same tribunal that renders the decision, and that as we have had no such hearing, the case should be re-opened and one be given.

We assert, with confidence, that in no other instance in our courts or other branch of our Government has an applicant been required to try his case before one judge or jury and accept a decision from another. Mr. Rowell asks simply for the hearing that the Postmaster-General said he could have, but which he has not had. No harm could result to the Government nor to any one else by re-opening the case for the purpose of giving a rehearing.

Many statements of alleged fact and law in the decision would not have been made if the deciding person had heard the evidence and arguments. For instance, if the Postmaster-General had himself heard the case, he would not have referred to the opinion said to have been given by the Assistant Attorney-General, dated January 10, 1890, that subscribers "must be composed of those persons only who themselves make and pay for their subscriptions."

That rule had been abolished some years before and did not then exist. Judge Tyner stated during our hearing that he did not himself render the opinion referred to, but that it was prepared by a clerk in his office, and that he did not wish it to be attributed to him. The rule established some years before, in place of the one referred to by the Postmaster-General, and current to-day, read that subscribers were legitimate—"by each of whom or for each of whom, with his consent expressed or implied, payment" had been made.

Upon calling Judge Tyner's attention to the real law in 1890, he at once admitted it, and PRINTERS' INK was immediately re-instituted in the second class.

We have only mentioned two or three of many matters of fact and law in regard to which we respectfully assert that grave mistakes have been made by the Department.

If the Postmaster-General himself still thinks, after reading this brief presentation, that no mistakes have been made, we still request that he allow us to make the same presentation of all the facts and the law to him that we did to Judge Tyner, and receive thereon the decision of the man who hears us.

It is impossible to state, in the compass of

this application, more than a few of the many matters that we would like to present on the proposed rehearing. Many of them were presented to Judge Tyner; others would be new.

We will, however, refer in passing to the fact that the evidence of Samuel H. Kauffman and Frank G. Noyes, proprietors of the leading evening paper in Washington, the *Star*, was not even referred to in the decision of the Postmaster-General, and we assume that it was not known to him.

They were, and are, the most competent experts to be obtained in that city (and, for that matter, elsewhere) on the subject before the Department. They testified in person before Judge Tyner that PRINTERS' INK was not an advertising sheet and was not an organ of Geo. P. Rowell & Co. Hundreds of other men, interested in advertising, in New York, Boston, Philadelphia and Chicago, gave the same testimony in a written form.

As this is not mentioned in the decision of the Postmaster-General, we assume that he was not acquainted with it.

We also assume that when he refers to the resolutions of the "Chicago Publishers' Association" as having weight, that he did not know what he must now know, that the opinions of that Association are entitled to no weight whatever. Many other publishers' associations and press associations throughout the country have passed resolutions to directly the contrary effect.

Second.—Some of the facts on which the opinion of June 24th, 1892, was based, do not exist now, if they ever did.

The rehearing should be granted for this reason if for no other.

For instance, the opinion practically states that the paper is merely an organ of the firm of Geo. P. Rowell & Co., and this without considering the evidence of Messrs. Kauffman and Noyes. As a matter of fact, Mr. Rowell no longer owns that agency. It was made a stock company in April last, and Mr. Rowell holds less than one-sixth of its capital stock. Since April he has devoted no time to the business of the agency, and will not in the future. It is contemplated that his attention will be mainly devoted to the management of PRINTERS' INK.

In the opinion of the Postmaster-General, as a reason for exclusion, great stress seems to be laid on the fact that the paper is the organ of the Advertising Agency, and as the assumed fact does not exist at all, we request that on that ground the case should be reopened, that we be allowed to prove the actual facts.

Again, the opinion of the Postmaster-General states that the publishers of PRINTERS' INK are interested in various corporations, among them the Atlantic Coast Lists, the W. D. Wilson Printing Ink Company (Limited), etc.

If he had heard the evidence, as Judge Tyner did, he would know that those concerns are stock companies, not originated by Mr. Rowell, and in which he is no more interested than he would be in any corporation in which he held stock, *e. g.*, the Pennsylvania Railroad Company (certainly no more so than the Third Assistant recently said that the Postmaster-General was interested in the publication of *Book News*), and that the advertisements of those companies were paid for by them in the regular course of business.

Nor, if he had heard the evidence, would he make the insinuation that it is absurd that Mr. Rowell's statement that 2,000 persons who get the paper pay for it, is true.

Various other changes in the situation of matters, assumed in the opinion to exist, have

been made, and we ask an opportunity to show that this is so.

Third.—The Postmaster-General ignores the request that was made to Judge Tyner to tell the publishers what they could do to entitle them to second-class rates.

The publishers asked the Department to tell them what changes in the conduct of the paper and the subscription list would be required to reinstate them in the second class, in case their then application was denied.

The paper was excluded because it had a subscription list of about 5,000 subscribers to which the Department objected. It had other classes of subscribers to which they did not object. It is claimed on behalf of the publishers that if the paper has a legitimate list of subscribers of any reasonable number, it is entitled to pound rates, and that the remedy of the Department is to reject the objectionable subscribers, if any.

This subject was not considered in the decision of the Postmaster-General.

The publishers would like to be heard on the point, and ask for a rehearing and reopening of the case on that ground.

They have always said that they wished to obey the law, and that if they could find out just what the law was, and what they would have to do to entitle the publication to the second-class rates, they would do it.

The publishers are law-abiding citizens of New York city and have been engaged in a great mercantile house there for a quarter of a century. They have never before been charged with being law breakers, and with all respect to the Department submit that they should not be considered in that light now.

Fourth.—For the foregoing reasons, among many others, the publishers of PRINTERS' INK claim that they should be granted a rehearing; that they should have their "day in court" before the deciding tribunal; that they should have the right to present the new state of facts which they claim exists, on a contrary state of which the Postmaster-General bases his opinion; and that they should at least be told in what way they can conduct the paper to entitle it to the pound rates.

PHILIP CARPENTER, of Counsel.

POOR QUALITY BUT LOTS OF IT.

A reader says he is receiving three copies of a local morning paper, and asks if he will have to pay for them. The query should be directed to the morning paper referred to. We don't know. It is possible that the pleasure of being enabled to publish overwhelming circulation figures is deemed sufficient payment by the publisher. There is no reason why circulation should be limited to a few paltry thousands when a political party agrees to pay for the blank paper destroyed, and it costs no more to dump an armful of papers in a man's dooryard than it does to leave one.—*Herald, Binghamton, N. Y.*

A statement of the circulation of a newspaper is always based upon the number of copies printed. What is done with the product is a matter to be considered when attempting to arrive at the value of a circulation for advertising purposes, and it is in this connection that the significance of the paragraph printed above becomes so apparent.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Oct. 8, 1892.

A smart piece of railway advertising—not of the sensational kind, but of a sort which I believe will be found to have produced good substantial results—has been recently done by the London, Chatham & Dover Railway Company, a line which runs through the prettiest part of Kent, by far the most picturesque country in the immediate neighborhood of London. This railway company issues periodically a 16-page pamphlet comprising a

List of Sea-side and Country Lodgings in the County of Kent near Stations on the L., C. & D. Ry.,

and so entitled. The names and addresses of persons letting lodgings are inserted, free of cost, in a tabulated statement, giving in addition the name of nearest railway station, distance from London, fares, and particulars of the accommodation obtainable. The railway company is, of course, recouped by the fares paid by visitors. This is a sound piece of advertising enterprise, and I would not be surprised to learn that it paid for itself many times over. The idea, I think, is new, though I am quite prepared to be told that it is well known in America,* whence so many advertising "dodges" that have succeeded here have been found to proceed. There is a paper published in London which is made up entirely of house and apartment advertisements. It has a considerable circulation (paid), and is well patronized by advertisers of its own sort. The name is *Dalton's House and Apartment Advertiser*. The term "real estate," by the way, is strictly a legal technicality here, and is never seen as an advertisement heading, as it so often is in America. But, then, the surplus "real estate" in these small islands has long ago all been appropriated! We have no prairies.

* * * * *

Let me claim indulgence for yet another of Mr. James Payn's paragraphs from the *Illustrated London News*, which so often touch racy on topics of interest to PRINTERS' INK:

The latest method of advertising in America, if not the best, is the best for the writers of serial stories. It has long been the custom

* Mr. Russell's presentiment is correct. The idea has been used by the Erie and other railroads in this country.—[Ed. P. I.]

for shopkeepers to give a small volume as a present to those who purchase a certain amount at their establishment, and some of them now adopt the plan of giving the first chapter or two of an exciting story. This is so ingeniously announced that the customer soon comes back again for another installment and another purchase; "the reader is thus kept in a constant trot to the store for the continuation." I hope to see this excellent plan adopted in England. A very conscientious novelist might object to be sold with anything deleterious, such as spirits or opium, but others will (very properly) conclude that the teaching their story conveys will more than make up for any moral deterioration caused by the raw material.

* * * * *

The *Pall Mall Gazette*—London daily evening newspaper—which was formerly edited by Mr. W. T. Stead (who succeeded as editor John Morley, now Irish Secretary and Cabinet Minister,) has just been sold, I regret to hear, to a man named Lowenfeld—a Pole, who made a good deal of money out of an "outside" stockbroking office—one of these places from which emanate circulars urging small capitalists and the public generally to dabble in stocks and shares. It will be regretted by the many people in America who know and respect the *Pall Mall Gazette* and the *Pall Mall Budget* that it should have fallen into these hands. The *Gazette*, under Mr. Stead, was (of course) rather a hysterical journal; but both in his hands and in those of Mr. Cook, the present editor, it has exercised a considerable, and I think, on the whole, a beneficial influence on public opinion. The sale is the more unexplicable, as Mr. Yates Thompson, who owned the paper, derived a good income from it, and was, moreover, in very good circumstances, having a large fortune of his own and a rich wife, a daughter of the late W. H. Smith. An agitation, conducted after his usual manner by Mr. Stead in the *Gazette*, some years ago, was influential in securing the enactment of an efficient law for the protection of children from immoral treatment. Mons. Lowenfeld is the proprietor of a beverage known as Kopp's Ale, and said to promote temperance among those who drink it. I can certify that intemperance in drinking Kopp's Ale is an offense which I, for one, should be very, very reluctant to commit. I tasted it once.

* * * * *

The plan of raising circulation by prize-giving has, perhaps, reached a record in the announcement made this week by the editor of *Pearson's Weekly*,

that in the past twelve months he has distributed a sum equal to a little more than \$50,000 among the readers of his paper! I may explain that the custom here is, not to give premiums to subscribers—yearly subscription is not the rule—but to offer prizes for some literary or other feat. I fancy, however, that Mr. Pearson's record is swelled by a plan which, though it makes him a liberal distributor, enables him to be so without serious loss to his own purse, and as the plan is an ingenious one for "humping up" circulation it is worth describing: A short paragraph is printed, in which the last word is represented by a dash. Readers are invited to cut this out, fill in the missing word according to their judgment, and forward the completed paragraph, with a postal note for 25 cents, to the editor, who has placed the correct answer, under seal, with an independent person. All the money received is divided faithfully among the people who guess rightly. Last week seventy-eight successful competitors got something over \$30 apiece for their 25 cents. This means a big response, and you note that each answer means a paper sold. That is the inwardness of it. Some people would say that the competition is in the nature of a bet or wager, and I fear it is; but the device is ingenious and the stake harmlessly small.

I clip this from a daily paper:

A blind beggar has been discovered in Paris who is evidently a man of sterling business capacity. He exhibits a board with the inscription: "Do not be ashamed to give me only one halfpenny. I am blind."

Surely that beggar should have been an advertisement writer, for he certainly knows how.

There are not many people, by the

way, in England who "advertise advertising" very extensively. Messrs. Macmillan & Co., the well-known publishers, have made a department of this, however, and have produced one of the most beautiful advertisement designs—though in my judgment it is not particularly good advertising—that I have ever seen. It will probably lose a little in reproduction, but I make no apology for showing it here as an illustration of high-class design and engraving.

WANAMAKER SHOULD MAKE A STATEMENT BEFORE ELECTION.

PAGE WOVEN WIRE FENCE CO.,
ADRIAN, Mich., Oct. 14, 1892.

Messrs. Geo. P. Rowell & Co., New York:

We enclose our check on Mt. Morris Bank for \$1 in payment of subscription, as per your offer in late numbers of the PRINTERS' INK. Although we do business through a Western agency, we value your paper very highly. Will you please forward to Hon. T. K. Finletter, 500 North Fourth street, Philadelphia, the copy of PRINTERS' INK, date Aug. 24, containing the full account of controversy between Postmaster-General Wanamaker and yourselves; also subsequent numbers, if you see fit? Judge Finletter is a personal friend of the Hon. John, but had heard nothing of this controversy until I explained it to him a few weeks ago. I purpose writing him and ask him to call Mr. Wanamaker's attention to the great harm it is possible for him and his man Hazen to do the Administration and the prospects of the party at the coming election. Judge Finletter assured me that Mr. Wanamaker would not serve another term under any consideration, and it would seem that he owed it to the party to make this statement public before election. I was a great admirer of Mr. Wanamaker's until this question came up. As you have given both sides in the controversy, I cannot see how any fair-minded man can agree with his, or rather with his lieutenant's, action. It is not strange that some of your readers complain of the space devoted to this controversy, but they should understand that you are fighting the battles of weaker publications at the same time you are defending your own rights.

Yours very truly,

W. CLEMENT, Manager.



MACMILLAN & CO.
ARE PREPARED
TO SUPPLY ARTISTIC DESIGNS
TO HIGH CLASS BLOCKS
FOR ADVERTISEMENTS

29430 BEDFORD STREET
COVENT GARDEN
LONDON

In my judgment PRINTERS' INK is entitled to circulation in the United States mails as second-class matter.

Amos Huntington

Successor to "Sunset" Cox in Congress.

Wm C. Bowen

Editor of the N. Y. "Independent."

Richardson

Ex-U. S. Senator from Virginia and Member Republican National Committee.

W. J. Richards

Business Mgr. Indianapolis "News."

John S. Baldwin

Editor of oldest Republican paper in the country—the Worcester "Spy."

Andrew Miller

Publisher of "Life."

A. J. Hicks

Editor Milwaukee "Evening Wisconsin."

Samuel T. Spender

Member Repub. Nat'l Com. for Connecticut.

J. B. Ayer

Treasurer Washington "Star."

H. O. R. Tucker

Publisher Troy "Press."

W. H. Matthews

Pres. Rochester "Democrat and Chronicle."

R. D. Glatt

Editor Detroit "Tribune."

Charles W. Blair

M. C. (Democratic) Kansas.

A. H. Wilson

Business Mgr. New York "News."

C. M. Dames

Member Repub. Nat'l Com. for Oklahoma.

Frank W. Burr

Member Dem. Nat'l Com. for Idaho.

Walter J. Hayes

M. C. (Democratic) Iowa.

Wm H. Brown

Member Repub. Nat'l Com. for Georgia.

J. F. Saunders

Member Repub. Nat'l Com. for Colorado.

W. H. Crain

M. C. (Democratic) Texas.

S. A. Merritt

Member Dem. Nat'l Com. for Utah.

H. D. Clayton

Member Rep. Nat'l Com. for Alabama.

R. C. Wilson

M. C. (Democratic) Missouri.

Walter Lewis

M. C. (Democratic) Mississippi.

HE DOESN'T KNOW MR. WANAMAKER.

OFFICE OF KING'S HANDBOOKS, {
BOSTON, Oct. 13, 1892. }

Messrs. Geo. P. Rowell & Co.:

Enclosed is \$1 for next year's subscription to your valuable weekly periodical, PRINTERS' INK, for, just like the Post-Office Department, I am of the opinion that it is in no way a "second-class" periodical. It is absolutely first-class in every particular, and is worthy of all the consideration and privileges that are granted to publications of any class. It certainly seems as though the overwhelming evidence and the almost unanimous opinion in your behalf ought to bring the Post-Office Department to an immediate decision that, in your case at least, it has made an indisputable blunder. With great respect, I am,

Very truly yours, MOSES KING.

THE "DEVIL'S" OPPORTUNITY.

The revisers of the American Newspaper Directory have hit upon a bonanza. They have discovered a method of eliciting statements from publishers about the circulation of the paper issued that are easy to make and are at the same time exact, definite and truthful. For a quarter of a century these people have been trying to discover this very thing. Now it turns up by accident, and is as simple and plain as the nose on one's face. Its discovery came about in this way: Attention had been directed to the fact that honest, careful publishers are often heard to assert that, although no record is kept of the actual issues from day to day or week to week, yet they know for a certainty that no issue for a year has been less than a number specified. More copies have been printed sometimes—yes often—but never any less during the last year.

Having this fact in mind, the reviser asked this question of himself: "If an advertiser can be certain that no issue has been below the number stated, will he not be as well or better satisfied than to know the average issue, swollen as it is likely to be with extra editions of not very much value to him?"

To this query, yes seemed the only answer to be expected.

It was, thereupon, decided to insert in the annual communication sent to publishers the following sentence:

If you are unable or unwilling to furnish a statement of the actual number of complete copies printed of each separate issue for a full year, but are able to state, under signature and date, that no issue within a year has been smaller than a number that you specify, that statement will be deemed a satisfactory report.

This communication went out October 1, and the responses are said to have been most surprising. Formerly scarcely one publisher in twenty made a statement that could be called iron-clad; but of all the communications received thus far this year from publishers one in three avails himself of the privilege promised for a report of the smallest number issued. The promise reads as follows:

If you send a true statement of the smallest number printed of any single issue during the year just passed, the same will be stated in Arabic figures, preceded by the following words, set in italic: *Smallest edition issued within a year.*

There is one other feature of the scheme, however, that may not result quite so pleasantly. It seems that of

late years the Directory publishers have offered a reward of \$100 for every case where it should be proved that they have been imposed upon by an untruthful circulation report. In five years only five such instances have been unearthed; but this new form is so definite, and so many people are likely to have a knowledge of the actual edition of one issue of a paper, it would not be strange if, when the pressman, the compositor, or the printer's devil reads that the smallest edition of a paper was a thousand copies when he remembers that on one occasion known to him only two reams of paper were used, there should be a few cases where this difference between a printer's thousand and an actual thousand should be made to produce a new suit for himself and wife and a baby carriage for the youngster as a reward for his more accurate memory.

THE REVIEWER.

The increased attention given to the display of local advertisements in some sections of the country is having a peculiar effect. I recently picked up the *Memphis Commercial*—a paper with most attractive typography—and was surprised to find that the leading foreign advertisers who furnish electrotypes did not "own the paper," as is so often the case where local advertising is neglected. Each local advertiser said his say without fear of being overshadowed by the patent medicine or soap man. If this sort of thing spreads the general advertiser will have to redouble his efforts to retain his ascendancy.

* * *

Mr. A. E. Coffin, a salesman for a boot and shoe house, sends out this somewhat gruesome announcement:

Expect

▼ ▼ **COFFIN** ▼ ▼

with a full line of samples on or about —

BATCHELDER & LINCOLN,
BOSTON.

* * *

In a current announcement of Dr. Tutt I note a curious error, and wonder if it has been brought to his attention. The advertisement starts out: "If you have no appetite, sick headache, indigestion, flatulence, 'all run down,' or losing flesh, take Tutt's Tiny Pills,"

I could understand the tiny pills being recommended for sick headache, but I am surprised on being asked to take them if I have "no" sick headache, "no" indigestion, etc. The doctor's English is also a little too idiomatic for me when he recommends his medicine "if you have . . . losing flesh."

* * *

When the cholera first threatened us I expected that it would be made the theme of many advertisements. Yet it was some time before the first patent medicine man and mineral water concern "caught on." Now that the cholera is almost forgotten and the public has become quite indifferent to cholera terrors, the producers of advertising literature are working the theme for "all it is worth"—and a great deal more.

NOT EASY.

Obtaining information from the Post-Office Department is like eating hash out of a jug—with a string. Here is one more sample case:

NEW YORK, October 14, 1892.

Hon. A. D. Hazen,
Third Assistant Postmaster-General,
Washington, D. C.:

DEAR SIR—A firm with whom we are doing business, publishers of a newspaper entitled to be admitted to the mails as second-class matter, is considering the advisability of issuing an offer to canvassers and others in the following terms:

"If you will secure twenty-six subscribers for our paper, and pay the subscription price, \$2 each, we will, in payment for your services, insert a two-line advertisement one year. For two hundred and sixty subscribers we will give your advertisement the space of twenty lines, or two hundred lines for twenty-six hundred subscribers."

Before proceeding to advertise this offer, our customers desire us to submit the proposition to you, and learn whether there would be any objection raised in your Department to subscribers obtained in this way.

Your reply will oblige

Your obedient servant,
E. F. DRAPER, Treas.

OFFICE OF THE POSTMASTER-GENERAL, }
WASHINGTON, D. C., October 17, 1892. }

Mr. E. F. Draper:

SIR—Your letter of the 15th instant, in which you state that the "publishers of a paper entitled to be admitted to the mails as second-class matter are considering the advisability of issuing an offer to canvassers and others," wherein the publishers agree to exchange advertising space for subscribers, has been received.

The question as to whether the plan proposed would be objectionable to the Department is one which the publishers might, perhaps, submit in the hope of obtaining a ruling thereon, as in this way the entire subscription

list of the publication could be canvassed and considered; but I do not see how a ruling can be properly given to a third party with whom the Department has no official dealing.

Yours truly,
JOHN WANAMAKER.

POETRY!

FRANCO-AMERICAN HYGIENIC CO., }
CHICAGO, Oct. 15, 1892. }

Editor of PRINTERS' INK:

The P.-M. Gen'ral, we certainly think, Has done an injustice to PRINTERS' INK. We don't think his personal "Golden Rule" Is the same one taught in the Sunday school.

Perhaps if you'd take to printing tracts, With John's advertisement upon their backs, He'd let them go as second-class matter, Because they'd make his pocket-book fatter.

Yours very truly,
W. M. CHASE, Manager,
Franco-American Hygienic Co.

THANKS!

NEW YORK, Oct. 7, 1892.

Editor of PRINTERS' INK:

It has been left for you to decide whether the *World* doubles the *Sun* in circulation—that is, in number of copies sold.

Yours truly, R. S. JENKINS,
107 E. 121st st.

WHY CLASS PAPERS DO NOT SPEAK OUT.

With all newspaper men I regret that the absurd action of the P. O. Dept. should have obstructed the career of that little giant, PRINTERS' INK. But journalists fear to give you proper support, not knowing under what pretense their own interests may be jeopardized.

ISAAC WALDRON,
Editor of the *Diometric Med. Review*.
NEW YORK, Oct. 15, 1892.

More Press Opinion.

From the *Sanitary Era* for September.

THE POST-OFFICE AND THE PRESS.—The number of PRINTERS' INK containing Postmaster-General Wanamaker's decision, finally excluding that paper from the benefit of the regular pound rate of postage on such publications, is worth preserving in every publisher's office library. Mr. Wanamaker's lengthy "opinion" reviews the subject exhaustively, with the statutes and decisions, giving much fuller and clearer information than any former document on the subject from the Department or elsewhere. The earlier rulings of P. M. G.'s under the present law, which are quoted, were very narrow and illiberal, but the more modern parts of the series indicate great progress, and as a whole set forth the correct principles for distinguishing second-class matter quite fairly. The only unintelligible thing about the decision is the decision itself and how the author connects it with the rulings and principles so ably presented and the admitted facts in the case of PRINTERS' INK. Mr. Rowell's notes, perhaps, make the contradiction appear a little more glaring, but are quite an unnecessary assistance.

As a precedent, fairly applied, this decision would reduce the business of the bulk-rate office in New York within the ability of one

boy to handle. It mightily emphasizes the demand for an appeal to the judiciary in such cases. The present arbitrary power of the Executive over the newspaper press is the most serious menace to popular liberty ever yet developed in American institutions. It is in process of execution, too, under the present Administration, actually deluging the country with its campaign documents pure and simple, at the expense of the whole people, less a merely nominal charge upon the Republican electioneering fund. We should like to see a sheet of Democratic arguments offered for like privilege in the mails! Probably this will be claimed in turn, from the next Postmaster-General, and so on, from bad to worse and worst.

From the Lovejoy (Ga.) Picayune, Oct. 15.

That plucky little newspaper, PRINTERS' INK, of New York, still brightens our office each week, notwithstanding the fact that the Postmaster-General has refused to allow it to pass through the mails as second-class matter. We are at a loss to comprehend the motive of such a step, as PRINTERS' INK is entitled to the same privileges as any other weekly.

From the Beverly (O.) Dispatch.

Postmaster-General Wanamaker, with the immense power of the Government and a mulish obstinacy to back him, still wages relentless war upon that little publication so valuable for advertisers, PRINTERS' INK. It is a perfectly legitimate trade journal and as much entitled to second-class postage as any newspaper in the country. It fills a thousand-fold larger place in the world than Wanamaker, his *Book News*, his Hymnal and his Sunday School combined. But the leather-headed autocrat does not see it that way, and the publishers of PRINTERS' INK are being robbed of more than \$400 a week to pay for his ignorance. When a Postmaster-General fails, through wilfulness or stupidity, to comprehend the difference between a trade publication of recognized value (which is entitled to postage at one cent per pound) and a mere advertising circular, it is time for him to go back to his Sabbath School class and draw the merciful mantle of oblivion over his official record.

From the Nunda (N. Y.) News, Oct. 15.

QUEER DECISIONS BY THE POST-OFFICE DEPARTMENT.—The Post-Office Department of the U. S. makes some queer rulings. It refuses to admit PRINTERS' INK as second-class matter, when it is just as much entitled to it as any journal in the land. The postmaster at New York believes it is entitled to second-class rates, but Postmaster-General Wanamaker having decided against it at first, without due deliberation, probably, now sticks to his unjust ruling, and compels the publishers to pay \$455 a week for the postage thereon, while the law exacts, as the publishers believe, less than \$60.

In the matter of folding in supplements in newspapers, their decisions would discredit a country school boy who had ever swept out a post-office at the cross-roads. The supplements of the Buffalo fair were folded in a large number of newspapers in Western New York. They were all the same, and carefully printed to conform to what was believed to be a legal supplement. If they were legal supplements in one paper they were in all. A half dozen newspapers in Livingston county folded them in their editions, and the *News* among others. A week after they were sent out a claim of \$10 for extra postage was demanded of the publisher of the *News*, being

one cent for each copy of the paper sent out with this supplement. Both of the Mt. Morris papers used the same supplement, and no claim had been made on them for extra postage.

A WANAMAKERISH IDEA.

There was a hypercritical Quaker once who said to his enemy, "I can't shed thy blood, friend, but I will hold thy head under water till thou art drowned."—*Bulwer.*

THE late accidental drowning of a son of Dr. Tutt (whose advertising has made him well known to newspaper men of this generation) has called out many entirely sincere expressions of sorrow and sympathy. Dr. Tutt is evidently held in high personal esteem by those even whose acquaintance scarcely extends beyond a moderate business intercourse, and the deceased son was a popular gentleman in the best sense of the words—the sense which carries with it the assurance of personal worth.—*American Advertiser Reporter.*

THE GREEN CHEMICAL CO.,
Philadelphia,
Proprietors of "Insective."

PRINTERS' INK gives me great satisfaction to read. It is one of the fairest, ablest and best publications.
ROBT. GLENK.

AND WHY NOT?

From the Atlanta Constitution.

President Williams, of the Alabama Press Association, has decided to hold the annual meeting at Birmingham early in October. The association was to have met in Opelika, but the people of that place gave notice that they could not entertain all who would attend, and for that reason asked that it be held somewhere else. All who attend the Birmingham meeting will have to bear their own expenses.

WANTS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

WANTED—A situation, associate editor or reporter on a weekly in a small city or town. Address "F. F. G.," Charlestown, Mass.

WANTED—Some one to come and run a paper for good, live town. Town owns outfit, or will sell cheap to the right man. Address W. H. GUTTS, Crawford Co., Tiro, Ohio.

IDEAL MASTERPIECES—An Elegant Fall Advertising Sheet. Suitable for any business. Send six cents for sample copy. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

ONE Canvasser wanted in each town to take subscriptions for the STAR SPANGLED BANNER, of Lakeport, N. H.; an eight-page illustrated story paper. Sample copy and terms free.

ADDRESSING, Folding, Wrapping and Mailing, rapidly, accurately and neatly done. Trade lists a specialty. Reliable work. Write us for estimates. CRANE & ALLING, 136 Liberty St., New York.

AUTO VIOLIN FINGERBOARD—Will exchange said patent for some valuable article. This invention will play well if properly managed. Send for information. P. O. Box 36, Mount City, Ill.

PARTNER WANTED—For leading independent daily, in the liveliest city of the Northwest. Require \$5,000 to \$8,000 cash, according to interest; or would exchange. Write to "HUSTLER," care Printers' Ink, New York.

WANTED—First-class solicitor to put all or part of his time into advertising work on commission for a high-class, well-established trade journal. A New York man preferred. Address "B," care Printers' Ink.

WANTED—Tobacco chewers to know they can be cured of the habit for \$3 by writing to C. D. RYERSON, M. D., West York, Ills. Cure guaranteed. Whiskey and opium, \$10 each. Home treatment and harmless.

WANT ADVERTISEMENTS IN PRINTERS' INK under this head, six lines (thirty-six words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 75 cents a line each issue.

DO YOU WANT to reach mothers? Clippings of birth notices from the newspapers. Direct, fresh, reliable; 25 cents per 100; \$3.00 per 1,000. Send to-day. **THE CLEMENS NEWS AGENCY**, Box 3329, San Francisco, Cal.

A n eminently practical printer, having first-class plant, costing nearly \$20,000, wishes to correspond with publisher of daily newspaper in thriving city with a view to combining forces. Address "J. T. S.," care of Printers' Ink.

WE want all publishers who use premiums to get prices and particulars of the World's Fair Edition of Ropp's Commercial Calculator, a standard premium article for newspapers. C. ROPP & SONS, 190 Randolph Street, Chicago.

ADVERTISING SOLICITOR—A hustler, with long experience with big dailies, wants situation either as manager of advertising department of good daily or canvasser on same. All references. Write to-day. Box 1,000, Charlevoix, Mich.

SOMETHING that everybody wants—A Jet Black Writing Ink, non-corrosive, free-flowing. This is a new discovery. A half-gallon for 25 cents, to introduce. No stamps. Agents wanted. I. LICHTENTAG, Chemist, New Orleans, La.

WE have occasion to mail our circulars to several counties in Iowa to farmers' addresses. If your business interests farmers and you have a folder that fits in a No. 6 1/2 envelope, we can mail them for you cheaply. Lock Box 17, Sidney, Ia.

A GENTLEMAN who understands the business, and personally acquainted with nearly every newspaper man in Texas, desires to travel in Texas for some reliable printers' supply house. First-class reference furnished. Address "R," care Printers' Ink.

THE ALMIGHTY DOLLAR pays for this notice. Just to let it be known that when you want a book, old or new, native or foreign, you had better save time, money and labor by sending your order to W. H. LOWDERMILK & CO., Washington, D. C.

WANTED—Chance to sell a weekly newspaper in a thriving Vermont town; good reason for selling. Subscription and advertising patronage excellent; \$2,000 down; easy terms on balance. Write for particulars, addressing "VT.," care Printers' Ink.

WANTED SITUATION—By young man seven years in business department Daily Newspaper, as bookkeeper, cashier, etc. Would accept position outside Newspaper business, but prefer work of this kind. Address "ENERGY," care of Printers' Ink.

WHY NOT YOU?—Our Directory gives names and addresses of over one thousand big advertisers who use Publications, Circular distributors, Bill posters, etc., in their advertising. \$1.00 prepaid. **ADVERTISERS' BUREAU**, 68 Broadway, New York.

THREE Brand New Edison Mimeographs and 5 Duplex Duplicators, both reproducing thousands of copies from each stencil on typewriter. Our price \$10; manufacturers' \$15; first come will be served. C. BENNINGER & CO., 3a Dey St., New York.

WANTED—ANSWERS. You'll get plenty if you send letters in place of circulars. You write one letter—I produce 1,000 or more copies in fac-simile by Multigraph process (not a cheap stencil apparatus). Send for specimen. **KING**, 89 William St., New York.

A POSITION as editor of newspaper in town of from 5,000 to 15,000 inhabitants, by a thoroughly competent man who has had metropolitan experience. Address "W. E.," Printers' Ink.

WANTED—Patent medicine manufacturers and others seeking the trade of the consumer, to buy our new Directory of the City of La Fayette and Tippecanoe County. Full and complete. Price, \$3.00. **DIRECTORY PUBLISHING CO.**, La Fayette, Ind.

WANTED—Printers and advertising agents to send for sample copies of the "Holiday Souvenir," the biggest, best and cheapest sheet for advertising purposes. Big money for any hustler. Speak for territory. **19TH CENTURY PUB. CO.**, Rochester, N. Y.

WANTED TO SELL—The only daily paper published in Tonawanda, called **THE DAILY NEWS**, established 12 years ago; a good field for a live newspaper man. The best of reasons for selling. Address **JOHN T. HEFORTH**, publisher, No. Tonawanda, N. Y.

WANTED TO SELL—An old established weekly in northern New England; 19th year; good circulation; good advertising patronage; a paying business which can be increased. Other business requires owner's attention. Address "NORRIS," care Printers' Ink.

WANTED TO SELL—A Hoe wrought iron Hydraulic Press; weight, 6 tons; power, 80 tons; length of rod, 114 inches; diameter of piston, 10 inches; stroke, 16; wrought iron, copper-lined, cylinder; size of platen, 32x18. **FRANKLIN PRINTING CO.**, Philadelphia.

WANTED—A first-class man in New York to canvass magazine advertisers. One who is working this constituency preferred. We offer a handsome publication, edited by able specialists, and print 10,000. Good inducements to right man. **KINDERGARTEN NEWS**, Buffalo, N. Y.

WANTED—An enterprising Democrat, with \$5,000 to \$10,000 to invest as partner in a newspaper and job printing business, in order to extend the same and add a daily issue to an already successful weekly. To a hustler this is an excellent opportunity. Address "JACKSON," this office.

THE SOUTH—The rock-ribbed, Democratic South. The only section that has always turned printers' ink into solid gold. We're smelters, newspaper advertising smelters. Where the gold—the advertising gold—is known. Others guess. **SOUTHERN STATES ADVERTISING BUREAU**, Nashville, Tenn.

WANTED—Purchaser for a well equipped, long established book and job printing office, in a live, growing city of 100,000 inhabitants. Independent steam power, 4 presses, power cutter, lots of type, fine location. Splendid opening for active young men with moderate capital. Address **MASTERS & STONE**, Syracuse, N. Y.

WANTED, badly, advts. of articles consumed in home and school, by **KINDERGARTEN NEWS**, Buffalo, N. Y., the popular exponent of the Kindergarten cause, reaching a cultivated and very desirable constituency of Kindergarten mothers, primary teachers, &c. It is a good medium, seven thousand circulation, and you should be in it.

WANTED TO SELL—Printing and stationery concern, established nine years, doing profitable business. Sacrifice at \$10,000. Good opening here for larger concern—adding office supplies. Trade already built up promises success to one or company. Particulars without exaggeration. P. O. Box 338, Omaha, Neb. Population, 1890, 30,026; 1890, 19,142.

WANTED—Purchaser for one of the best offices in Colorado. Steam, three presses, over 300 cases type, including many latest faces. Weekly, official county and city paper. Town, 5,000; railroad centre, 400,000; pay roll, monthly. Annual business, \$5,000. Price, \$5,000 for entire outfit. Owner has other business. Write **SENTINEL**, Salida, Colorado.

WANTED—The attention of parties who have goods they wish to advertise direct to the consumer; 300,000 homes in one of the best Western States will be regularly visited by our representatives. The entire State, or any county selected, can be covered quickly and effectually. Will be ready for business soon. Can we do you good? "WESTERN," care Printers' Ink.

WANTED—Canvassers to obtain subscriptions and advertisements. Address **PRINTERS' INK**, 10 Spruce St., New York.

BRIGHT PARAGRAPHS WANTED—A Republican newspaper will pay a reasonable sum weekly for eight or ten bright editorial paragraphs on current topics, politics, etc. This is a chance for some journalist whose present work will not conflict with such writing to add to his income. Address, with sample paragraphs, "CRITICAL," office of **Printers' Ink**.

WANTED—Practical, energetic man, understanding stationery and office supplies, willing to invest \$1,000 or more with company purchasing and enlarging business established nine years and making money, can find an opportunity worthy thorough investigation—particulars without exaggeration—by addressing P. O. Box 238, Omaha, Neb. Population, 1880, 30,518; 1890, 140,453.

BILL POSTING & DISTRIBUTING.

Under this head, 2 lines (12 words) will be inserted 3 times for \$1.00.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted three times under this heading for one dollar, or three months for five dollars. Cash with the order. More space 75 cents a line each issue.

ADVERTISING NOVELTIES.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 6 lines, 36 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

ADDRESSES AND ADDRESSING.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 6 lines, 36 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. **EMPIRE CO.**, 146 Worth St., New York.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 2c. **AM. ILLUS. CO.**, Newark, N. J.

4-CYLINDER HOE PRESS. 2 folders. Very cheap. **MORNING NEWS CO.**, New Haven, Ct.

FOR SALE—Three horse-power Otto Gas Engine, in good working order. Cheap for cash. **MERRELL & SOULE**, Syracuse, N. Y.

HOUSEHOLD MAGAZINE (monthly). 9th year. Literary. Eight departments. \$1,000 cash. **W. C. FREDERICKS**, 5 Pratt St., Allston, Mass.

\$6000—HALF CASH, takes the only Democratic paper (daily and weekly) in the finest town in New York State. Address "QUICK," **Printers' Ink**.

FOR SALE—A copy of the American Newspaper Directory for 1894. Price five dollars, sent carriage paid. Address **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. **AGENTS' HERALD**, Phila., Pa.

FOR SALE—Our services in publishing for you an illustrated paper that shall creditably and successfully represent you to your trade and assist you in selling your goods. Address **PICTORIAL WEEKLIES CO.**, 28 West 33d Street, New York.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

GRIT

VAN BIBBER'S.

SPOKANE SPOKESMAN.

LEVEY'S INKS are the best. New York.

JOHN T. MULLINS' MAILING AGENCY, Paulk-land, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

STAMPS FOR COLLECTIONS—Send for lists. **E. T. PARKER**, Bethlehem, Pa.

ACTIVE SPECIAL AGENT in each large city. **WOMAN'S WORK**, Athens, Ga.

BOSTON HOTEL GUIDE. Geo. P. Rowell & Co., New York agents. \$2 per year.

"PUT IT IN THE POST" South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 30c. line. **D. E. DEWEY**, Hamilton, Can.

STENOGRAPHERS furnished without charge for my services. **W. G. CHAFFEE**, Oswego, N. Y.

\$1.50 For 5 lines 30 days, 6 days, 50 cts. **ENTERPRISE**, Brockton, Mass. Circ. 7,000

ADVERTISERS' GUIDE. Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

TRY OUR LIST—60 papers; circ. 100,000 monthly. Reaches families New England, N. Y., Pa. 25c. line. **TIMELY TOPICS**, Boston, Mass.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan. the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 20,000 circ'n. Sample free. **ILLUSTRATED WEEKLY**, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS—**M. Plummer & Co.**, 181 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **Printers' Ink**.

GALAXY OF MUSIC, Boston, Mass.—We prove what we say or no pay. Circulation for September, 20,427. Average for year, 23,461 copies. Rates and sample free. Correspondence solicited.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

CUTS—Thousands of cuts in stock, suitable to illustrate books of all descriptions, juveniles, newspapers, advertisements, &c. Complete Specimen Book, 75 cts. **PUBLISHERS' & PRINTERS' SUPPLY CO.**, 325 Dearborn St., Chicago.

TURN TEXAS LOOSE. George Clark, the gubernatorial candidate nominated by the advocates of pure Democracy, will be elected. This will result in capitalists from all quarters investing their money in manufacturing and other industries. Those advertising in THE GALVESTON NEWS and THE DALLAS NEWS will be largely benefited as a consequence.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES :

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$1.50 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices or For Sale, two lines or more, 75 cents a line; Wants, six lines, 36 words or less, one time, \$1.00. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, OCTOBER 26, 1892.

HENCEFORTH communications bearing upon postal matters will be relegated to a position back of the advertising pages, where they may be examined *en bloc* by those who are interested and skipped by those whom such a course will make happier.

PRINTERS' INK has other business in hand now. It needs its energies for the development of new features and extending its usefulness. It indulges in a hope that the necessity for its supervision of postal matters will soon disappear, and that those who have wrought it injury—seeing their error—will not lose much time in doing what can be done to right the wrong.

A NEW YORK furniture house, doing business on the east side, makes use of a rather noticeable advertising idea. A large blackboard is hung in front of the store, on which is written the day's bargains. This firm (Ludwig Baumann & Co.) does not use such mediums to the exclusion of newspaper advertising, however. In the opinion of PRINTERS' INK, their announcements in the dailies would be likely to bring better returns if more attention was paid to the typographical display. The body of their advertisements is frequently set in caps, which presents an unreadable appearance.

EVERY customer who buys at the Bon Marche in Paris, the largest retail shop in the world, may return the article at any time within six months and receive back the money paid. Americans are permitted to bring goods home and send them back if found unsuitable or in any way unsatisfactory. It is said that in practice people do not very much abuse the privilege, so unusual, and that the loss arising in an occasional instance is more than made up by the free advertising and the reputation for fair and generous treatment that the customer who has been well pleased is so willing to indorse and promulgate. It is said that other great establishments elsewhere are already beginning to imitate this new departure inaugurated by the Bon Marche.

TWENTY years ago an editorial paragraph calling attention to new advertisements was usually demanded by advertisers and frequently given by publishers. This was customary not only in country publications, but in many of the larger dailies and weeklies of the big cities as well. With the latter class, however, the custom no longer survives to any great extent. A too common use rendered such notices of little value; and the attention now paid to the proper display of legitimate advertising has destroyed the purpose for which they were intended. The idea now is to make the advertisement so attractive that readers will see it, and this is a great advance on the old idea of asking the editor to tell readers to look for the advertisement, which in its unattractive shape very likely might not otherwise have been seen.

THE manager of the Perpetual Building Association, of Washington, D. C., wishes us to state that since the appearance of his article on advertising building associations in PRINTERS' INK for September 7, he has received so many requests for information, advice and specimens of advertisements used that, being unable to answer all, he has answered none. To these inquiring friends he would say that he has not a single copy of any advertisement he has ever written; that to-day's advertisement is always based on to-day's facts, feelings and judgment, and not on anything previously done or not done, and that, in addition to newspaper advertising, he uses, first, a little

folder, explaining and advocating the business in direct, homely phrase; and, secondly and lastly, a little pamphlet edition of the latest annual report, which shows and proves the work, condition and results of the association.

FROM ONE WHO KNOWS.

"Wanamaker has exhibited himself more characteristically on your matter than on any other during his P. M. Generalship. I have been looking for the exhibition on a wider field, or rather a subject of more general interest. He has made it by peeps, but not decisively. You may be sure he got drawn into this. He'd never have done it willingly. But back out of a wrong? Never, though the heavens fall. What's a wrong to a —! He is the biggest coward I know."

J. E. POWERS.

Mr. Powers is the founder of the so-called Wanamaker style of advertising and was intimately associated for many years with the Postmaster-General as his advertising manager.

A BLUNDER WAS MADE.

Additional signatures are printed in this issue of prominent newspaper men, Congressmen, politicians and others, who believe that PRINTERS' INK is entitled to circulation in the United States mails as second-class matter. We are led to believe that Mr. Wanamaker had arrived at the opinion that no other decision is tenable, even before he had acted upon the recent suggestion to compare with *Book News*, or taken time to note the periodical-like appearance of PRINTERS' INK when contrasted with the campaign circular, *Protection and Reciprocity*.

It can be readily believed that it is almost as hard for the Department to explain how it happened to admit the campaign circular to second-class rates as how it ever came to doubt that PRINTERS' INK was entitled to them. A blunder was made in both cases; attributable in one as in the other, no doubt, to the same incompetent assistants who have many times embarrassed legitimate enterprises by unwarranted interference.

It has been said, with what truth we do not know, that almost any sort of a decision about second-class matter can be obtained at the Department by the judicious administering of a luncheon

and a bottle of champagne. P. O. D. clerks are human—and they have a good deal of power—power to favor or persecute, as illustrated in P. and R. and P. I.

Advertising Novelties.

Manufacturers and users of advertising novelties are invited to send specimens for review under this head.

From the Michigan Stove Co., Detroit: A light piece of wood, same size as a small postal card. On one side is printed matter and on the other the address, written in pen and ink. A one-cent stamp carries it through the mails unprotected. The advertising matter is headed by the interrogation: "WOOD YOU increase your sales," etc. From this same concern we have a very dainty set of advertising cards decorated in imitation of water-color.

From the Memphis *Scimitar*: A circular consisting of small sheets trimmed to the form of a scimitar and bound together at one corner.

From Hopcraft & Co., New York: A stiff paper rule, measuring twelve inches. The advertising matter on the back begins: "As a rule, the best means," etc.

From R. Ernest Comegys, Philadelphia: An ingenious laundry check for men. Holes are punched in a card so that memoranda can be made of the number of pieces sent to the laundry by running a needle and thread through the proper places.

From E. Promis & Co., Philadelphia: Various designs in cloth pen-wipers with calendar attachment. The advertising matter is printed legibly on the cloth surface top and bottom.

From the National Typewriter Co., Philadelphia: An advertising pamphlet, the cover of which is a most striking imitation of the *Cosmopolitan's* peculiar cover.

From the Andover (Mass.) *Townsmen*: A novel pamphlet issued on its fifth anniversary, entitled "A Wooden Wedding." The cover paper is colored to imitate the grain of wood.

San Francisco Bulletin.

Established 1865.

Largest Evening Circulation in California.
High character, pure tone,
FAMILY NEWSPAPER.

ESTABLISHED 1852.

L. P. FISHER,

Newspaper Advertising Agent,
21 Merchants' Ex., San Francisco.



How to Make RUBBER STAMPS.

Use Latest Improved Process
and a New York Vulcanizer. Cir-
culars free. BARTON MFG. CO.,
338 Broadway, New York.



PUBLISHERS DESIRING

BICYCLES

For themselves, employees or
for use as premiums can procure
same from us on favorable terms, and pay
part cash and the balance in advertising. We
handle all makes, new and second-hand, and sell
everywhere. Catalogue and terms free.
ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.

Dodd's Advertising Agency, Boston,
265 Washington Street, or

Send for Estimate.

RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.

N. A. LINDSEY,

DESIGNER OF

ADVERTISEMENTS,

ROOM 408,

Chamber of Commerce, BOSTON.

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for
GENERAL ADVERTISERS.
THE HOME CIRCLE PUB. CO., St. Louis, Mo.



Advertiser—Is Bruce
in? Bruce—At your ser-
vice.

Advertiser—You may
renew my contract in
the American School
Board Journal. It has
paid me well. The rates
are reasonable. It reaches
the right spot and does
the business. See that
my advertisement ap-
pears in your great holiday
number, consisting

of 100,000 copies. Adv. copy Nov. 20.

THE AMERICAN
School Board Journal
BRUCE, PUBLISHER, CHICAGO.

Over 83,000 per month

Proved Average past Nine Months.



Rates Lowest for

quantity and quality of

Circulation.

THE SPLENDID

THANKSGIVING NUMBER

—OF—

THE NEW YORK LEDGER

WILL GO TO PRESS ON

SATURDAY, OCTOBER 29.

Advertising space limited. Order
and "copy" should be sent at
once to secure insertion.

We Conduct A NEWSPAPER ADVERTISING Agency.

WE GIVE TO ALL CUSTOMERS

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. **ADVERTISE WITH THE STACK & CO. CIRCULAR** Conspectuous Positions, Unbiased Opinions, And Confidential Service.

CONTINUOUS ADVERTISING BRINGS SUCCESS!
ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND
ESTIMATES OF COST IN ANY NEWSPAPER
FURNISHED FREE OF CHARGE.

J. L. STACK & CO., ST. PAUL, MINN.

35,000 LADIES

WHO

DO FANCY WORK

Refer to THE MODERN PRISCILLA daily for
instruction in Fancy Work and Painting, sugges-
tions for House Decoration, new patterns for
Knitting and Crochet, etc.

Advertisers of first-class goods that ladies buy
should give THE PRISCILLA a trial order.

Circulation proven by postal receipts, etc.
Advertising Rate, 25 cents per Agate line.
Forms close the 20th of month preceding
issue.

Address, PRISCILLA PUB. CO.,
LYNN, MASS.

**PUBLIC
OPINION**

Always pays
Advertisers.
Washington.
New York.

NO WASTE.

Do you desire women customers?
Then advertise in a journal appealing
to women exclusively.

Have you goods adapted to high-
class customers? Select a publica-
tion of interest only to women who
have money to spend. The

MIRROR

OF

FASHIONS

answers these requirements. Not a
trade paper. Not a class journal.
No cross-roads circulation. Bright,
pithy, interesting in character. An
unusually good class of subscribers.

Circulation steadily increasing.

Rates stationary—for the present.
Cheap advertising is the kind that
pays best proportionately.

Try this kind.

Sample copies and estimates upon
application or through the agencies.

B. O. HOUGH, Pub., Rochester, N. Y.

OUR "HERO,"

A little beauty. 9 inches high. 4 inch dial.



**Advertising Lettering
BROUGHT OUT IN RELIEF.**

Also made without advertising matter. A good
and reliable time-piece. Just the thing for Pre-
miums, "Schemes," Christmas Gifts, &c.

Price, in Lots of 100, \$1.60 Each.

Fitted with alarm, 25 cents extra.

Single sample with our advertisement, \$1.60; or
with your own advertisement, \$2.00.

As it takes over a week to make up a sample
with your own lettering, you had better order
one with our advertisement if in a hurry, as we
keep them in stock. Send for illustrated circulars
of other styles of advertising clocks.

BAIRD CLOCK CO., Plattsburgh, N. Y.

London Office—107 Queen Victoria St., E. C.

**Advertising
in the - -**

Sunday Mercury,

NEW YORK,

**Pays - -
Handsomely.**

BECAUSE

Its circulation exceeds 100,000,
Rates are fair and just.

Its readers spend money
And are Go-ahead People.

There is no mushroom growth
Or Fake about it.

America's First Sunday paper.
Fifty-four years old.

**Have You
Tried It?**

Sunday Mercury,

NEW YORK.

**Write for
Rate Card.**

In selecting your
papers for advertis-
ing, be sure you
have

The New Orleans Delta

on your list.

**DAILY,
SUNDAY,
WEEKLY.**

**The best circulation
in LOUISIANA and
MISSISSIPPI.**

FOR NEARLY FIFTY YEARS

We've

Fought the Farmers' enemies.
Contended for Farmers' rights.
Caught the Farmers' eye.
Won the Farmers' ear.
Held the Farmers' confidence.

The Rural New-Yorker

has the patronage of practical business farmers who make money in their business and spend it judiciously but freely. Do you want their patronage?

THE RURAL PUBLISHING CO.,

Times Building, N. Y.

*Orders for
Printing
Solicited.*

**PRINTERS' INK
PRESS,**

**8 SPRUCE STREET,
NEW YORK.**

*Good Work
Executed
Promptly.*

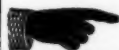
We do not *know* that it will pay you to advertise in the Sunday School Times, but as we shall be glad to have you better acquainted with the paper, it will give us pleasure to send you some copies of it. While this will not place you under any obligation to advertise, it may enable you to judge as to whether it will pay you to reach the large number of intelligent readers to whom it goes week by week.

**Put
Them
On
Your
List**

The Sunday School
Times reaches
over 152,500 families
weekly.

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Over 250,000 Copies
Religious Press
Association
Phila



**ONLY ONE
Passed the Million Mark.
ONLY ONE !**

THE REASON why that **ONE** paper has the largest circulation in America is because it is unlike any other publication on earth. You won't find it on news-stands, at hotels, or on the cars. You **WILL** find it in the homes of eleven hundred thousand families, who regard it as their household god, and to whom it brings what its **COMFORT.**

THE PROOFS of circulation we offer are: Post-office receipts for postage paid, Paper Mill accounts, the freedom of our Press and Mailing Rooms, **UNDER OATH** and our statement

THE RESULTS we produce for patrons of our columns show that as an advertising medium "Comfort" is, without a single exception, the **BEST IN AMERICA.**

The Gannett & Morse Concern, Publishers, Augusta, Maine. Advertising space may be secured through the leading agencies, or of us direct. New York office, 23 Park Row, W. T. Perkins, agent.

Success With Flowers

Is hailed as the BEST and BRIGHTEST Floral Magazine published.

Paid in advance
Circulation exceeds **50,000** Copies.

Advertising received direct or through any agency.

THE DINGEE & CONARD COMPANY,
WEST GROVE, PA.

THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

ADVERTISERS

Wishing to reach the largest group of Substantial Agents in the world use **SEWING MACHINE TIMES**, 63 Beach St., New York.

No Religious List complete without
THE MAGAZINE OF CHRISTIAN LITERATURE,
Specimen copies and rates on application. CLINTON HALL, NEW YORK.

WOMAN'S FARM JOURNAL is read monthly by over 10,000 families who buy everything, from a safety-pin to a threshing machine. Send for sample copy and special trial rates.
F. J. CABOT, Pub., 501 N. Ninth Street, St. Louis, Mo.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News*: THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*: The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor was made the organ, and pledged the support of the Federation.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over **50,000** guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address
HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

The Evening Wisconsin.

THE MILWAUKEE EVENING WISCONSIN is compelled to use two Perfecting Presses to print its daily circulation, one press being sufficient to print the circulation of every other Milwaukee daily paper, and it is all they have. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

SEEDSMEN

who are desirous of procuring estimates on advertising in any publication, and want first-class service, should remember that we are at all times prepared to consult with intending

ADVERTISERS.

We prepare effective advertisements for our patrons, and submit proofs for correction and approval.

Correspondence invited. Estimates furnished.

THE GEO. P. ROWELL ADV. CO.,

Our type measure will be sent upon application.

10 Spruce Street, New York.

TESTIMONIAL

OF

DR. G. G. GREEN,
Woodbury,
N. J.

CHICAGO NEWSPAPER UNION, NEW YORK, N. Y.:

Gentlemen—Referring to yours of the 16th, since we have been advertising with you in your Co-operative Lists we have been perfectly satisfied with our business relations, as you have filled the contract made with you to our satisfaction. Up to the present writing you have inserted our advt. in about 67,000 papers, and you have shown us proofs of all excepting about 400, and all those we have examined, which in total amount to over 66,000, we have not had to charge you with one wrong insertion, and our present contract with you was made upon the satisfactory service you gave us before.

This should say all we can in regard to your lists.

Yours respectfully,

DR. G. G. GREEN,
Per C. C. Voorhies.

For Catalogue of

THE CHICAGO NEWSPAPER UNION,

Address—93 So. Jefferson St., CHICAGO, ILL., or
10 Spruce St., NEW YORK.

Attractive Advertisements.

No Advertising Agency in the United States has better facilities for the preparing of attractive advertisements. My composing room contains the very latest faces of type, borders, etc., and my charges for this class of work, wood engraving and electrotyping, are most reasonable.

No charge is made the advertiser for preparing an attractive advertisement from type when his order is placed through my hands. Advertisements placed in all publications in the United States and Canada. Estimates submitted and discounts allowed on all publications.

B. L. CRANS,

Room No. 4.

10 Spruce St., New York.

The Muscatine Journal,

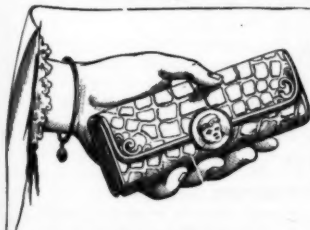
The Clinton Herald,

The Ottumwa Courier.

THREE IOWA PAPERS of standing, circulation and influence.

"All in one family." For rates, &c., address direct, or to

LEE & MAHIN, 808 Tacoma Building, Chicago.



**WELL-FILLED
POCKET BOOKS**

ARE

**NOW BEING OPENED
TO SECURE THE**

Liberal Premium Offers

MADE BY

JUDICIOUS NEWSPAPER PUBLISHERS.

EMPIRE PUBLISHING CO.,

146 and 148 Worth Street, NEW YORK

Our Selected Premiums Are Filling
this Demand. Send for Illustrated
Catalogue

Net prices to Newspaper Men are in it.

Die Westliche Post

(WESTLICHE POST ASSOCIATION, Publishers, St. Louis, Mo.)

IS THE BEST

ADVERTISING MEDIUM



BECAUSE it has a *Daily, Sunday and Weekly Edition.*

BECAUSE it has the *largest circulation of any German Daily in the West.*

WHY?

BECAUSE its circulation is larger than the combined circulation of all the *St. Louis German Dailies.*

BECAUSE its inside, outside—and, in fact, all of it—is prepared and made in its own capacious editorial rooms and printing office.



EMIL PREETORIUS, Editor.

EDW. L. PREETORIUS, Bus. Mgr.

TRY US AND BE CONVINCED.

WHY THE

OMAHA

WORLD-HERALD

FILLS THE BILL.

Joe McCullagh's definition of journalism as "the art of guessing where hell would break loose next and having a reporter on the spot," finds a good example in the **WORLD-HERALD**, of Omaha, which stands above all rivals in the Missouri Valley as a news-getter.

This journalistic trait has made the **WORLD-HERALD's** name a synonym for news. Not news edited with a scoop shovel, but carefully collated; the chaff separated from the wheat and the wheat ground into superfine flour. That is the only way to make news palatable and prevent intellectual dyspepsia.

This system, carefully carried out for years, has given the **WORLD-HERALD** a standing for reliability all over the Missouri Valley and a reputation which reaches from coast to coast. With this reputation has come circulation, and with this circulation advertisers, who find it profitable to set forth the merits of their wares in a journal reaching substantial readers.

Eastern Office,
41 TIMES BUILDING.

R. A. CRAIG, Manager,
NEW YORK.

☼ ALLEN'S LISTS ☼

will carry your advertisement into more homes of the better classes of the rural communities of the entire continent—and do so systematically, thoroughly and effectually—than will any other mediums. A considerable per cent of our subscribers have been with us for years; tens of thousands take no other papers; hundreds of thousands take only their local paper in addition. Hence, results must and do follow.

E. C. ALLEN & CO., Prop's, AUGUSTA, ME.



FORMS CLOSE ON THE 18th.



300,000

300,000

THINK FOR A MOMENT WHAT

300,000

PAID UP SUBSCRIBERS MEANS.

The Mayflower

(Published at Floral Park)

HAS THEM.

Address **JOS. J. DE LONG, - - Manager,**
89 TRIBUNE BUILDING, NEW YORK.

300,000

300,000

A Page Advertisement in PRINTERS' INK for 1893.



WE are now soliciting contracts for advertising in PRINTERS' INK for 1893, the year of the Columbian World's Fair.

Whoever thinks of availing himself of the privilege should take into consideration, as part of the cost, the advisability of preparing new copy for every issue.

We will insert a full-page advertisement in every one of the fifty-two issues in 1893 for \$5,200, or \$100 a page each issue, which is a reduction of $33\frac{1}{3}$ per cent from the price demanded and received all through the year 1892. We will sell one-half page for \$2,600; one-fourth page for \$1,300; or a page once a month for \$1,200.

For a specified position the price will be 25 per cent additional if the position asked for is given.

During the year 1892 no edition of PRINTERS' INK has been so small as 50,000 copies. It has had on its mailing list the names of persons who became entitled to receive it on account of services rendered, as in the case of writers and advertising patrons; also the names of newspapers with whom it seemed advisable to ask the favor of an exchange. It has been sent complimentary to Congressmen, Senators and members of the President's Cabinet; also to advertising agents and a few personal friends of the proprietors or their employees. Finally it has been sent to all persons who have subscribed and paid for the paper personally, or for whom, with their consent expressed or implied, some other person, not connected with the publication, has subscribed and paid.

We have been under an agreement with our advertisers, all through 1892, that no issue of the paper should fail to be in excess of 50,000 copies, and to make good that agreement it has been the practice to send out from week to week an average of three or four thousand sample copies.

In the coming year the paper will be sent to all of the classes of subscribers the same as formerly, and sample copies will also be forwarded at such times and to such lists of names as may seem to us desirable for the purpose of inviting subscriptions and making the paper better known to those it is intended to interest. The lines will be somewhat closely drawn, out of consideration for the prejudices of the Post-Office Department, as exhibited in 1892, and no particular number of copies of the paper will be guaranteed for any issue in 1893. Every one who expresses a wish to receive it, and sends along the subscription price, will be certain to get it regularly.

It is the intention to make the paper a little larger; that is to contain more pages, and it is hoped to introduce new features which will add to its influence; also to devote more attention than formerly to illustrations.

If you would care to make a contract for a page or less for next year and wish to begin now, we will give free insertions for all the remaining issues in this year, commencing the charge with the first issue in January, 1893.

Address all communications to

**GEORGE P. ROWELL & CO., Publishers,
10 Spruce Street, New York.**

P. S.—Advertisers who are now under contract and wish to renew for the year 1893, may receive a concession on the price equivalent to as many free insertions as can be given to a new advertiser between the date of his order and the new year.

Ninety=five Years Ago

The New York COMMERCIAL ADVERTISER commenced business on a platform that has stood the test of time. It said, "This paper will be the friend of Government, of morals, and of truth." On this we stand to-day.

◆◆◆

Sworn Circulation, = 46,018

◆◆◆

STATE OF NEW YORK, }
COUNTY OF NEW YORK, } ss.:

CHARLES E. HASBROOK, Publisher of the New York COMMERCIAL ADVERTISER, does solemnly swear that the actual number of copies of the TWICE-A-WEEK ADVERTISER printed and circulated on the dates given below was as follows:

Week ending October 7,	-	-	-	41,518
" " " 14,	-	-	-	45,006
" " " 21,	-	-	-	46,018

CHARLES E. HASBROOK.

Subscribed and sworn to before me, }
this 21st day of October, 1892. }

LOUIS RATZEL, Notary Public (3),
N. Y. Co.

EIGHT PAGES

of the Best Local and Telegraphic News
every afternoon

.....For One Cent.

Is it any wonder the

Detroit News,

Pittsburg Chronicle-Telegraph,

Cleveland Press

sell so many copies?

They are read by people in all classes,
consequently they are the best mediums for
general advertisers.

C. J. BILLSON,

Tribune Building, New York.

THIS IS THE
New York Recorder's
NEW BUILDING,
 SPRUCE STREET, NEAR PRINTING HOUSE SQUARE,
 NEW YORK.



No other New York newspaper ever turned the 100,000 mark in twice the time that it took **THE RECORDER** to reach this enormous circulation.

No other New York newspaper ever put up a new building in the second year of its existence.

No other New York newspaper ever had a building exclusively for its own use, and the entire ten floors of the **RECORDER** building will be occupied by this newspaper for its own purposes—more floor space than any other newspaper in the United States has.

A letter from R. Hoe & Co.:

G. W. Turner, Esq., Editor and Publisher "New York Recorder," New York.

NEW YORK, Sept. 17, 1892.

DEAR SIR—The new press room of "**THE RECORDER**" will contain presses of our manufacture with a capacity of 144,000 eight-page papers per hour.

There are but few offices in the United States, or even in the world, with a printing capacity equal to this. Yours very truly, **R. HOE & Co.**

An editorial from the *Sun*, Sunday, July 31, 1892:

"We learn credibly that the *Recorder* of this city is now printing and selling over 100,000 copies of its Sunday paper. This is a very remarkable achievement for a comparatively young newspaper, and can be the result only of uncommon energy and industry."

An advertising contract in **THE RECORDER** at present rates is better than a paid-up insurance policy.



Before January 1st, 1893,

Space contracts can be made for \$1.60 per line,
with contract to prove

400,000 Copies Weekly

♦ I N ♦

Saturday Blade,	} W. D. Boyce's
Chicago Ledger,	
Chicago World.	
	BIG
	WEEKLIES

After January 1st, 1893,

It will cost 25 per cent more to secure space, but the proved
circulation contract clause will be 25 per cent greater.

500,000 Copies Weekly

♦ I N ♦

W. D. BOYCE'S	} Saturday Blade,
BIG	
WEEKLIES.	
	Chicago Ledger,
	Chicago World.

THE RATE in either case will be only 2-5c. per line per thousand circulation, but the contracts made before the first of January will receive the benefit of a greater circulation than they pay for, which will really decrease the rates per line per thousand circulation. Any advertisement discontinued at any time for any reason.

Apply for space to any agency or

W. D. BOYCE, Chicago.

FOR SALE!

The Kansas City Journal

Offers an improved Scott perfecting press, modern pattern, capacity 12,000 per hour, with complete stereotyping machinery, for sale at a bargain. The immense increase in circulation, **30,000** in **24** weeks, has forced The Journal Company to purchase one of the latest improved Scott presses, with a capacity of 24,000 per hour, which will be one of the best presses of the West. Address

THE JOURNAL COMPANY, Kansas City, Mo.

It still continues to take business from all agencies, and keeps rolling up its

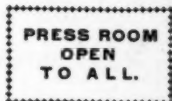
Circulation: { **27,000 Daily.**
 { **32,000 Sunday.**

- GOES TO THE HOMES.
- SPECIAL ATTENTION to its LITERARY DEPARTMENT.
- THE WOMAN'S PAPER OF KANSAS CITY.

Weekly Journal and Agriculturist

Circulation, - - - - 47,000.

- GOES EVERYWHERE.
- BRINGS RETURNS.
- REACHES THE BUYERS.
- GET OUR RATES.



Chicago Office—Room 402, 167 Dearborn St.

HORACE M. FORD, Manager.

Eastern Office—Nos. 51 & 52 Tribune Building, New York,

W. WARD DAMON, Manager.

STREET CAR ADVERTISING

IN HUNDREDS OF LINES.

UES, we control a great many lines of Street Cars, and the beauty of it is they are in the **principal** cities of the U. S. We sell only "**Full-Time**" cars and have no "fake" lists showing nearly twice as many cars as are run.

We make rates low as is consistent with a fair return—not how much can we **get** out of our advertiser but how **low** can we sell, as we make our profit out of our entire system of cities, and our series of offices guarantees uniformity of service that

NO ONE ELSE CAN GIVE.

Write us for rates if you want the

Best Street Car Advertising.

CARLETON & KISSAM,

OFFICES:

Boston, New York, Chicago, Cincinnati, Providence, Buffalo, Columbus, St. Paul
Minneapolis, Duluth, Pittsburgh, Newark, Rochester, etc.

Boston, New York, Pittsburgh, Chicago, Rochester, Buffalo and Providence
offices connected by Long Distance Telephone.

THE STANDARD LIST OF



30 MAGAZINES



The representative **MAGAZINE LIST** of the United States, giving a larger high-class circulation of **STRICTLY MAGAZINES** than any other list open to advertisers.

The same enterprising and progressive spirit that led Columbus, in 1492, to seek new fields and resulted in his discovery of America, to-day causes the American manufacturer and merchant to insert his advertisements in the Magazines resulting in his discovery of new customers and new trade.

The Christmas issue of the Magazines will probably be the most artistic and have the largest circulation of any issue ever known in the history of our country. Advertisers in these Magazines will realize results limited only by the ability of the American public to make Christmas gifts, which, in these prosperous times, is practically unlimited.

The circulation is in excess of 2,000,000 monthly, and the price of \$12 per line cannot be equalled, without loss of money, by any other individual or concern in the world. This price of \$12 per nonpareil line applies to all advertisements of five lines or over. A full page same rate per line. (Less than five lines \$15 per line.) No discount for repeated insertions. The rate of \$12 per line is the **ONE and ONLY PRICE** invariably, without commissions or discounts.

After you have made your figures and obtained other estimates on this list, I shall be pleased to have your order at \$12 per line.

Note carefully the list. It contains no **MONTHLY PAPERS** of cheap circulation.

THE LIST:

ARENA
ART JOURNAL
BALLOU'S MONTHLY
BUDGET
CENTURY
CHATAQUAN
COSMOPOLITAN
CURRENT LITERATURE
DELINEATOR
DEMOREST'S

ECLECTIC
GODEY'S
HARPER'S
HOME MASTER
ILLUSTRATED AMERICAN MO.
LEISURE HOURS
NORTH AMERICAN REVIEW
OUTING
OVERLAND
PETERSON'S

PLEASANT HOURS
POPULAR MONTHLY
REVIEW OF REVIEWS
SCRIBNER'S
SEASON
SHORT STORIES
SILVER CROSS
ST. NICHOLAS
UNITED SERVICE
VICK'S MAGAZINE

Only **FIRST CLASS** advertisements received. All advertisements will be set in column and measured in nonpareil. Cuts inserted and forwarded without extra charge. A copy of each issue of the Magazine containing "Ad." will be sent to the advertiser. Send copy **NOW** for **DECEMBER** list.

ALWAYS ADDRESS

J. WALTER THOMPSON,

808 Tacoma Building, Chicago.

39 Park Row, New York.



Press Pulpit Platform

And the most influential of this great triumvirate is the press; it wields a potent power, wresting the sceptre from the tryant's hand, defending and upholding the church, and under its influence the platform is free. Every city has its dailies, but there is always one that leads and has a far greater patronage and influence than others, or all combined. The

Fort Worth Gazette

Daily, Sunday and Weekly,



is pre-eminently the leading paper of Texas. Its locality and railroad facilities enable it to quickly reach distant points where no dailies are published; and, while it covers a wide field outside of its home base, it is also well thought of and highly esteemed by the intelligent merchants and the refined

homes in the prosperous and growing city of Fort Worth.

A paper like the Gazette makes advertising both honorable and profitable.

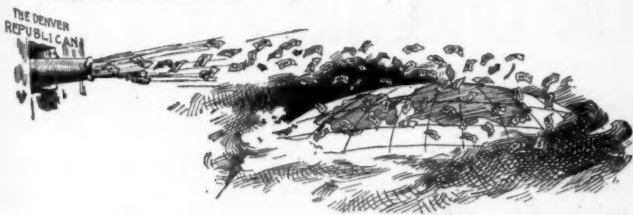


"Low Rates and a Doubtful Circulation are Inseparable."



Its Range Is Too Short.

A few inexperienced advertisers have been gunning for results for some months past by trying to make announcements with a Denver morning paper, which does a specialty in the daily circulation affidavit way. These amateurs have made the discovery that the effective range of this so-called gun does not extend much beyond the dismal cellar in which it receives its diurnal load.



They also admit, what all the best and brightest and largest advertisers in Denver and elsewhere never doubted, that the only long-distanced and really effective gun in Colorado, from which advertisements are projected so as to bring back a harvest of dollars, is the

DENVER REPUBLICAN

which publishes every day a greater volume of advertising and a greater number of advertisements, and all at a higher price per line than any other daily paper in the Rocky Mountain Region.

Advertising space for sale by

S. C. BECKWITH, Sole Agent
Foreign Advertising.

48 Tribune Building, New York.

509 "The Rookery," Chicago.

Or, The Republican Publishing Co., Publishers, 1118 16th St., Denver, Colo.

UNKNOWN.



You can't see
it under a cloud,

KNOWN.



But if there
is no cloud—

Well, one thing is clear—there is no good in advertising under a cloud.

You wouldn't give much for an ad. on the **inside** of a barn-door if the door was always closed. Perhaps here is the secret of success in advertising, and yet there are some "insides" that pay; for instance, the inside of a stock deal or a Known Circulation.

But when you declare the merit of your goods in

The Louisville Courier-Journal

the cloud disappears, and over a hundred thousand people see it daily and more than half a million weekly, for THE COURIER-JOURNAL has a known circulation of **25,000** Daily, **37,000** Sundays and **123,000** Weekly.

This is the Aladdin's lamp of advertising—the **Known Circulation**; to its touch the genius of success never fails to respond. It is only the unknown and unseen that shatter nerves, pound bank accounts and break up advertisers.

Successful advertisers of the past half century have used **THE COURIER-JOURNAL**, for it is the one great Southwestern newspaper of our country; they have followed the rule:

Never advertise under a cloud.

A. FRANK RICHARDSON,

Special Agent,

Tribune Building, New York.

| Chamber of Commerce, Chicago.